

## SUMMARIES

### RECREATIONAL WATER RESOURCES IN REPUBLIC OF CRIMEA: FEATURES OF SUGGESTION AND DEMAND

**Akinina L.N.**

In the article the basic features of suggestion and demand are expounded in a tourist-recreational sphere with the use of water resources of Republic of Crimea. Regional potential and natural possibilities of suggestion are estimated. The current situation of recreants' demand is analysed concerning services with the usage of Crimean water resources.

It is grounded, that different modern researches which are related to the recreation does not exude between recreational services with the water resources application. This fact extends the field of scientific and analytical activity directed to the realization of methodologies as for reviews, estimation and prognosis of market environment in the field of recreational water resources application in Crimea as separate item of tourist-recreational complex revenues of Republic.

In spite of the fact that Crimea has a lot of natural curative factors, developed curatively-diagnostic base of sanatorium-resort complex, the small number of guests arrive on treatment. This phenomenon is explained by destruction and unsatisfactory condition of historical and cultural heritage, that stipulates their loss of tourist value or visits limitation. Therefore insignificant part of potential of tourist resources is engaged in the recreational providing of PK.

Recreational activity forms the threats of ecological safety on Crimean territory, as an anthropogenic overloading increases on a natural environment from the seasonal increase of population in a recreational region due to the migratory streams of recreants.

There is currently observed not high demand on the Crimean recreational resources that is conditioned also by continuous competitiveness decline of Crimean sanatorium-resort and tourist complex as compared to the European rest zones, tourism and rehabilitation. This tendency is conditioned by disorganization of sanatorium-resort complex, that results in unsatisfactory quality of tourist services and inefficient use of recreational potential of Republic, low level of development of recreational infrastructure and transport maintenance of recreants. At the same time, the unsatisfactory ecological condition of resorts, inefficient and ineffective use of earth of the recreational setting and natural regional curative resources, threaten with the decline of Crimea status as a modern, highly effective, competitive recreational complex of national and international value.

**Keywords:** suggestion, demand, recreation, tourism, services, potential, recreational water resources.

## **INFORMATION SECURITY POLICY IN ENHANCING COMPETITIVENESS OF THE ENTERPRISE**

**Ametov R.I.**

Given the current political and economic situation in Russia formed an interest in the problems of the protection of the subjects of innovative business from attacks by organized crime, industrial espionage and other offenses, the preservation of trade secrets.

A new type of enterprise - an extensive network of distributed units, branches and groups interact with each other. Distributed enterprise information systems are today the most important means of production of a modern company, they can transform traditional business forms in e-business. E-business uses a global network of the Internet and modern information technology to improve the efficiency of all parties business relationships, including sales, marketing, payments, customer support and partnerships.

Without the proper degree of information security implementation of information technologies may be uneconomical as a result of significant damage due to the loss of sensitive data stored and processed in computer networks.

The problem of information security business entity is traditionally solved by the construction of an information security system. One of the main methods is the information security policy. Since the policy reflects the philosophy and management strategy, it is clear and indisputable proof of intent innovative organization with respect to information security. This has a positive effect on working with customers and partners, and especially to attract additional investment in entrepreneurial business.

**Keywords:** information security policy, the subject of innovation, information security threats.

## **IRRATIONAL CONSUMER BEHAVIORAL MODELS**

**Apatova N.V., Bystrova M.V., Tushko I.A.**

Classical economic theory studies the consumer decision-making, which is based on rational choice and rigorous calculation. Modern economists believe that the decision-making includes an irrational element of behavior - the emotions of the consumer.

There are five models of irrational consumer behavior in the economy choice: model of research experience, prior behavior, hedonic motivation, experience and training, affective behavior that identify institutional features and develop new approaches to marketing.

In the process of buying individual has a feeling of excitement and creates an emotional image of the entire complex situation. This image is recorded in the memory of the

consumer and it is his experience, which is used for subsequent purchases of goods or services.

The model of preliminary consumer behavior includes external and internal incentives, consumer motivation and their optimal ratio.

The model of hedonistic consumer behavior means that the basis of behavior is motivation, and motivation of hedonistic purchase corresponds to the desire to please consumer.

Affective behavior model includes emotions, feelings and mood of consumer at the time of purchase.

These models irrational consumer behavior only give outlines and further ways of research, they require formalization and development of the assessment system, which, in turn, will improve as a marketing tool and will help consumers to make the right decisions.

**Key words:** consumer behavior, models of economic behavior, irrational behavior

## **PROBLEMS OF INFORMATION SECURITY OF SYSTEMS FROM THREATS OF A BANK FROD**

**Belimenko B.V.**

In present time problems of protection against roguish actions of criminals are quite actual for many banking systems. It is caused by growth of financial losses of banks because of unauthorized actions of malefactors which purpose, is theft from customer accounts of bank of money at what potential malefactors act as from within, and from the outside of bank.

Thus need of introduction of similar system can always be proved by calculation of an indicator of return of investments. This indicator allows us to show visually to the management of bank payback of system at the expense of possibility of prevention real financial losses from bank by means of blocking of fraudulent transactions.

Today it is possible to allocate the following possible options of realization of systems of identification of roguish operations:

- the systems constructed on the basis of systems of monitoring of events of information security;
- systems which were developed by own resources of bank;
- the specialized systems intended for identification of a bank frod;
- systems which are offered by producers of means of remote bank service.

All above-mentioned systems of identification of a bank frod have the advantages and shortcomings. In this article the program of identification of roguish actions of FraudView of the ArcSight company will be in more detail considered.

For timely identification of the facts of fraud (a bank fraud) it is required to carry out the deep analysis of bank transactions and to reveal those from them which pose real threat for the credit organization. Thus taking into account that the majority of banks daily make a huge number of transactions, it is almost impossible to process them in the manual mode therefore for the solution of an objective it is necessary to use the specialized complexes allowing to automate process of the analysis of the transactions which are carried out by bank.

Today practically any Russian bank faces a problem of a fraud. In particular growth of banking institutions which use or start using remote bank service this subject is very actual for involvement of new clients and development of a new segment of the market. Every year amount of money which were stolen from customer accounts of bank on the basis of a method of remote service grows.

One of possible solutions of this problem is use of specialized systems of identification of rogish operations which example is the decision on the basis of FraudView product. This decision is already successfully used in the largest American and European banks and practical experience of its operation proved its efficiency due to prevention of real damage which could be caused to bank with actions of swindlers.

**Keywords:** information security, payment system, program complex, unauthorized access, threats.

## **A MATHEMATICAL MODEL OF CHOOSING THE OPTIMAL NUMBER OF PROTECTED BLOCKS OF SOFTWARE MANAGEMENT INFORMATION SYSTEM**

**Boychenko O.V., Ermolenko Y.O.**

Practice functioning of enterprise information management systems (EMIS) indicates the presence of a significant number of problems associated with defects in the subsystem protection of information resources EMIS. This, above all, non-compliant technical information protection, as well as failure to fully implement methods to protect information resources subsystem access control and data protection EMIS.

It should be noted that none of the data protection system cannot be considered reliable in all 100 percent. Therefore, particularly in the name of the password cannot be obvious to use phrases which are easy to guess. Hacking protection system criminals may exercise, in particular, by forging public-key remote analysis (not completely) files as well as files virtual memory, creation of computer viruses or bookmarks.

In addition, the violation of the physical access can allow an unauthorized person to capture the source file. Cryptographic techniques to protect data only for as long as they are encrypted, and cannot prevent a violation of security regime, where disclosure could be text or audio information (this type of attack is easier and cheaper cryptanalysis).

Thus, the problem of data protection today EMIS is quite urgent, requiring the need for complex organizational, legal, and hardware and software engineering activities.

However, despite the rather powerful resource potential information security system EMIS, these problems are sharpened due to a substantial increase in the volume of data today EMIS, the uncertainty of their formats in scope and time, as well as the use of various security systems to protect blocks EMIS software that requires further research .

The developed mathematical model allows us to create the conditions to find the optimal number of protected blocks EMIS software that achieves the greatest effect on the protection. Marked optimizes the management of information security in the EMIS and improves the quality of the system to support management decisions in the enterprise.

**Keywords:** privy, structure of software, management information's by an enterprise, mathematical model of depth of setting of passwords.

## IDENTIFICATION ALGORITHMS FOR PAYMENT CARDS

**Boychenko O.V., Znamenskaya Y.A.**

From the very beginning of the introduction of EC became apparent that the cardholder identification methods used in conventional transactions, are unsatisfactory for the EC transaction.

In the world of plastic cards with a magnetic strip most reliable way to protect transactions from fraud is to use the PIN-code to identify the card holder's bank-issuer.

Secret information, which has a card holder is PIN-code, appears a sequence consisting of 4-12 digits, known only to the cardholder and the issuing bank.

However, to date, is a problematic solution to the problem of the broadcasting the PIN-code is encrypted using an asymmetric cryptographic algorithm, a PIN-code is encrypted on a symmetric encryption algorithm technology standard Hardware Security Module.

There are other, non-classical decision on the use of PIN-code. For example, it is possible for a computer to encrypt cardholder's PIN-code and some dynamically changing from transaction to transaction data on key known only to the issuer and the cardholder.

Such an approach would require solving the problem of the distribution of secret keys, which is a very difficult task that makes sense for other, more effective, compared with the PIN-code verification, identification methods cardholder.

An alternative method is to check the PIN-code to enhance the security of transactions EC on the cards database (DB) are stored on the host processor STB CARD.

As a result, the technology verification PIN-code, adopted in the STB CARD, in fact, not only provides a dynamic client authentication, but also guarantees a 'through' the integrity of some of the data transaction (transaction amount, card number).

The analysis formed the basic requirements for a transaction schemes EC provides the necessary level of security:

1. Authentication of participants of purchase (the buyer, TA and its servicing bank). By authenticating the buyer (seller) is a procedure that proves (at the level of reliability of the known cryptographic algorithms) the fact that the owner of the card really is a client of a party of the issuer (the service of a member bank) of this payment system. Authentication service bank proves the fact that the Bank is a party to this payment system;
2. Details of the payment card (card number, expiration date, CVC2 / CVV2, and so on. N.), Used in carrying out the transaction EC, must be kept confidential for the TP;
3. The non-repudiation of transactions for all participants in the transaction EC, ie the presence of all participants conclusive evidence of the fact of purchase (or payment order).

**Keywords:** payment cards, identification, e-commerce, transaction security.

## **THE ISSUE OF METHODOLOGY OF THE ALIGNMENT STRATEGY FORMATION OF THE ECONOMIC DEVELOPMENT OF REGIONS**

**Nikitina M.G., Vanyushkin A.S.**

Structuring and critical analysis of existing theories of regional economic growth and development is conducted in the article; all theories of regional economic growth and development are structured in three groups: theories of economic base (sectors of economy), which are aimed at determining the basic branches of economy, which can serve as a locomotive of economic growth; theories of "growth poles" (cumulative growth), which are based on analysis of various factors influence at appearance of growth centers (cores) and ways of their diffusion into periphery regions (cross branch relations of "costs – production" type); models of regional convergence, which are focused at exploration of differences in growth speed of different regions, and search for possibilities of their equalizing by means of changing production factors structure; the following weaknesses of theories of regional economic growth and development are identified: space factors, which influence at economic growth, as well as economic relations among regions, are insufficiently taken into account; diffusion of economic growth from center to periphery doesn't allow periphery regions to develop independently, by means of

activation of their hidden internal reserves, first of all, developing new economic relations with other regions; basing on agglomeration and localization concept of economic growth ignores existing and wide spread space allocation of added value chains; coordinating and directing role of a state in regional growth process is insufficiently reflected in respective theories; the complex of research methods is proposed in order to elaborate a strategy of equalizing regional economic development, including investment portfolio analysis.

**Key words:** methodology, economic growth, development strategies, cross regional economic relations.

## **THEORETICAL BASES OF MODELING OF DEMAND FOR PRODUCTION OF THE ENTERPRISE**

**Gerasimova S.V., Matushkin Y.A.**

Demand is in proportional dependence on the price therefore major factors that influence it are price factors. Traditionally among price factors of demand are the rate of interest, foreign-funded procurement activities, wealth of the population. Among non-price factors are number of buyers, the income and expectations of consumers, the prices of associated goods, the capacity of the market, environmental conditions. In literature there is another more expanded approach to systematization of factors of demand according to which they are divided into objective factors (economic, social, demographic) and subjective factors (psychological-traditional, esthetic, natural and climatic).

Dynamically changing environment of the enterprise is also characterized by emergence of new factors of influence and establishment of new interdependence between demand and the price. Especially this problem is actual in the conditions of limitation of financial resources both at the population and at the enterprises. The solution of this problem would allow making optimum management decisions concerning planning of business capacity and quantity traded as well as forecasting of the income of the enterprise. This isn't about emergence of essentially new factors defining demand, it is about change of some priorities, that is in certain market conditions influence of one factors weakens and influence of others amplifies.

Demand as market process can be reflected in a type of models. Mathematical, graphic and verbal models are considered to be the most widespread models intended for the description of the market phenomena. The review of specialized sources allowed to draw a conclusion that demand is most often displayed by means of graphic and mathematical models. An example of traditional graphic model is the curve with a negative grade displaying dependence between demand and the price. Formulas (mathematical expressions) providing the accounting of different forecasts and assumptions act as mathematical models.

Demand modeling as display of market processes has huge value for management practice. A variety of approaches to modeling allows choosing the one suitable that would consider specifics of goods and operating conditions of the enterprise.

**Keywords:** demand, needs, modeling, model, factors, usefulness of production.

## **IMPROVING PERFORMANCE MACHINERY IN UKRAINE**

**Klimenko O.P.**

The paper discusses the internal and external factors stabilize the economy enterprises farm complex of Ukraine. In particular, studied the problem of the agricultural machinery, the solution of which will improve and increase its efficiency. In modern conditions of market economy formation of a new social-oriented management model can not be solved only on the use of traditional administrative tools. There is an objective need for reform and improvement of methods and tools for managing the national economy. Improved management will determine the formation of a system of national economy management levelobjects and regions. That would strengthen their economic position, leveling the role of individual enterprises in the formation of results of operations, future economic growth and sustainable social development.

However, the problem of the formation of an effective system of management of the industry requires a deepening of the theory and practice of program-oriented planning and management, further improvement of mechanisms: organizations develop targeted programs for monitoring the implementation of targeted programs, information security management system targeted programs.

**Keywords:** efficiency, program-oriented planning, organizational structure, strategy development.

## **ECONOMIC CONSEQUENCES OF ACTIVITY OF FINANCIAL PYRAMIDS FOR THE STATE**

**Kovalenko O.U.**

Article is devoted research of economic consequences of activity of financial pyramids for a society. Characteristic lines of financial pyramids, such as are considered: advertising of profitability, which much more, than in bank sector; absence of the information on object of investments; anonymity or, on the contrary, extraordinary popularity and authority of heads and the high-ranking organizers of the project; sufficiency of the minimum sum of investments for participation in the project.

It is established, that the financial pyramid is the organization physical or legal bodies by means of use of methods of psychological influence on consciousness of the person. Its purpose is realization of operations with financial actives without carrying out of economic activities which are based on entering by its participants money, some payments and reception of incomes, is exclusive from attraction of new participants depending on their quantity. Thus transactions with financial actives which are made by financial institutions during granting of the financial services defined in article 4 of the Law of Ukraine by them "About financial services and state regulation of the markets of financial services", such as: release of payment documents, payment cards, checks, clearing and other forms of maintenance of payments; management of financial actives by proxy; activity on a currency exchange; attraction of financial actives with the obligation of their returning; financial leasing; credit granting, including the financial credit; granting of guarantees and remittance etc. is not financial pyramids.

It is defined, that the most unsafe for national economy is infringement of effective monetary circulation, criminality growth in financial sector, delay of development of branches of a domestic production because of derivation of money resources from their investments in the course of financial frauds, unemployment growth, deterioration of well-being of the population etc.

On a concrete example it is shown an essence of the mechanism of attraction of means in the financial pyramids which feature is that growth of a monetary stream occurs on a geometrical progression until when process of attraction of new participants in a pyramid stops. It is proved, that functioning of any financial pyramid has destructive character that specifies in its inevitable destruction as in its bases two mathematical principles - a geometrical progression and balance in the form of balance a prize - loss are put in pawn. Last principle is based that the increasing quantity of people is enriched at the expense of increase in the same quantity of people which have lost the investments.

It is offered to bring in curriculums of high schools, average and higher educational institutions corresponding programs of legal and financial literacy. Necessity of carrying out of explanatory work with the population, by means of mass media, for the purpose of its protection against swindle with use of financial pyramids is proved. Besides, in order to avoid negative economic consequences of activity of financial pyramids, current legislation perfection, namely introduction of the bill forbidding pyramids in Ukraine which provides punishment for creation, the organization and activity of financial pyramids is necessary.

It is proved, that at the state level working out and realization of the co-ordinated national program on struggle against financial pyramids which would provide monitoring system creation over quality of the financial services offered the population, carrying out of educational and scientific conferences, symposiums, the round tables, devoted to financial pyramids is necessary.

**Keywords:** a financial pyramid, economic consequences, a society, financial frauds, financial services, the current legislation, a geometrical progression.

## OPTIMIZING RESOURCE ALLOCATION BASED ON THE USE OF ANTAGONISTIC GAMES

**Korolyov O.L., Sigal S.A.**

In the article the game-theoretic method of decision-making on the optimal allocation of resources, based on the use of antagonistic games. Particular attention is paid to the accounting for incomplete information, uncertainty, conflict and economic risk, as well as on the use antagonistic games with incomplete information, the combined application of the theory of antagonistic games with the theory of linear optimization problems with inexact data.

Statistical game proposed identified with the corresponding antagonistic game. This antagonistic game may not have a model of decision-making. However, this antagonistic game characterizes this process.

The article introduces the concept of neoclassical antagonistic game. The neoclassical antagonistic game is the final game of a two-person with zero-sum, which is set partially known payment matrix. The use of neoclassical antagonistic game for decision-making can take into account the uncertainty, incomplete information, conflict and economic risk.

A method of solving the neoclassical antagonistic game which takes place depends on the information situation. The simplest way to solve the neoclassical antagonistic game is to bring this game to the classic antagonistic game, that is, to the final game of the two-person with zero-sum, which is set entirely certain of the payment matrix. The solution of the classical antagonistic game is the optimal solution of the original neoclassical antagonistic game. To estimate the values of the unknown elements of the payoff matrix can be used interpolation methods, extrapolation, regression analysis.

The decision neoclassical antagonistic game may include an award of several classic antagonistic games. For the final selection of the optimal solutions of the original neoclassical antagonistic game, you can apply the methods of operations research, pattern recognition, and theory of expected utility. Also, to use the information and other economic character.

The economic interpretation of optimal solutions antagonistic game depends on the economic situation of the content of the original decision.

**Keywords:** decision-making, optimal allocation of resources, antagonistic game, incomplete information, uncertainty, conflict, economic risk.

## TO THE NONLINEAR COURNOT DUOPOLY

**Korolyov O.L.**

The article examines the applicability of game theory to solve economic problems. In particular, we consider the class of continuous games on the example of the linear model of Cournot duopoly. We consider methods for finding an equilibrium solution Cournot duopoly. Discusses the possibility of switching to non-linear Cournot duopoly model as a more adequate representation of the real situation.

Duopoly first considered by the French economist Cournot back in the thirties of the last century. Cournot approach is based on the hypothesis that their economic decision each firm takes on the assumption of a constant volume production of its competitor. In other words, duopolist believes that the competitor does not respond to its release. To better understand how this happens, consider an example. We first note that the duopoly firm focused on that part of the market demand, which does not provide the offer of another company. Therefore it is very important for the company to properly assess the population's demand for its products and production volume of a competitor.

**Key words:** game theory, continuous play in the economy, the Cournot duopoly.

## INFLUENCE OF WTO ON RUSSIAN LIVESTOCK INDUSTRY

**Krivorotko I.A.**

The article highlights the main problems regarding Russia joining the WTO. After lengthy negotiations, Russia and the WTO, its introduction, it has become a full member of the August 22, 2012. Russia has unique favorable conditions for the development of agriculture, and 10% is the world's arable land, of which nearly 50 million. Ha of fertile black earth, the largest freshwater. Essential for the development of the industry is the process of lending. Loans are granted for different purposes related to both the production and sale of agricultural products and to improve the lives of workers in the village. Analyzed the fees of agriculture as a whole and for individual livestock industry. Highlighted the prospects for this sector. The measures, which must first pay attention to improve all agriculture and livestock in particular. In the first place should be the solution of internal problems associated with the provision of comprehensive assistance to agriculture through the implementation of various measures of state support to ensure the continued development of agriculture and a significant improvement in quality of life in rural areas.

**Keywords:** agricultural sector, problems and prospects, WTO, state, livestock, beef, pork.

## **READINESS INDEX TO THE INFORMATION SOCIETY AS THE BASIS OF THE PRIORITY DEVELOPMENT OF THE CRIMEAN REGION**

**Krulikovsky A., Sadretdinov O.**

The paper investigated the readiness of the Crimean region to an information society. The aim of this study is a detailed study of the competitiveness of the Crimean region within the readiness of the Russian Federation to the information society. Results of the study will provide an opportunity to assess the current situation in Crimea, to identify the most problematic areas in terms of the digital divide regions and determine the direction and guidance for the further development of regional and federal authorities.

Priority promote the use of information technology in these areas, according to the authors, will be the basis for the creation of the whole territory of Crimea modern information and telecommunication infrastructure. This in turn will contribute to the growth of labor productivity, efficiency and competitiveness of the economy of the Crimea, as well as high quality public services in electronic form.

**Keywords:** information society, information and communication technologies, e-readiness

## **OUTSOURCING AS A METHOD OF ECONOMIC INFORMATION PROCESSING IN AGRICULTURAL HOLDINGS**

**Maidanevich Y.P.**

The article proves the feasibility of using outsourcing as one of the types of economic information, in agroholdings. In view of the fact that agricultural holdings are agricultural enterprises and have the seasonal nature of production and directly dependent on climatic conditions, the timeliness of information may affect the performance of the enterprise.

The use of outsourcing will ensure proper control over the activities of the company (division), to strive for full customer satisfaction, we divide the possible risks, as well as will help to reduce production costs, improve the quality of products and services agricultural holding.

It is proposed in the holding outsourcing exercise in the form of delegating management functions specialized subsidiary of the company. Such a function is proposed to entrust the secretarial companies that are able to perform not only routine operations, but also to fully control the subsidiary.

After establishment of the work of the subsidiary must carry out financial outsourcing, when delegating the functions performed outside the financial subsections. One of the types of financial accounting outsourcing is, as one of the options for accounting in the enterprise for which is solely responsible, in accordance with the legislation of the Russian Federation, head of the company.

The article presents the advantages and disadvantages of outsourcing in agroholdings, indicated that the rational choice of a suitable outsourcing company and well-organized mechanism for the provision of outsourcing services in integration associations AIC is possible to increase the efficiency of agricultural holdings as a whole.

**Keywords:** outsourcing, financial outsourcing, accounting outsourcing, agricultural holding, management and financial information.

## **PRIORITY DIRECTIONS OF THE DEVELOPMENT OF FOREIGN TRADE RELATIONS OF RUSSIAN FEDERATION AND INDIA**

**Naumenko R.V., Nikitina M.G.**

Globalization and internationalization of the world economy pushes countries of the world community to develop economic relations on a bilateral and multilateral basis. Of course, the twenty-first century was the beginning of a new model of the international economy. This model does not recognize closed national economies. However, promoting free trade, countries continue to use various measures to protect its own economy. That creates a balance between absolute liberalization and absolute protectionism. A key role in this system is given to international organizations. Russian Federation is a member of the UNO, IMF, WTO, SCO, APEC and other international institutions. This confirms Russia's desire to realize its own economic interests, both within national boundaries and beyond.

Russian Federation needs to change the structure and vector of the economy. Of course, to create such a strong economy, which would not have felt the influence of the outside is not possible in the context of liberalization and internationalization of the world economy. However, reducing the addiction of its own economy to external factors is a priority for the Russian Federation.

One of the most possible changes can be in the context of BRICS integration. Development of economic relations with India can solve Russian problems lossless. The most effective cooperation will be in energy, services, pharmaceuticals, engineering and chemistry sectors. And the first step will be creation of FTZ (free trade zone).

**Key words:** foreign trade relations between Russian Federation and India, BRICS.

## **ANALYSIS OF THE TRADITIONAL CRAFTS DEVELOPMENT IN DIFFERENT REGIONS OF RUSSIA**

**Pavlov K. V., Surnina K. S.**

In connection with the crisis in the global economy and the imposition of economic sanctions against Russia on the part of developed Western countries has acquired special urgency import substitution model of modernization of the Russian economy, one of the most important areas where the regional level. The aim is to determine the regional factors and features of the restructuring, modernization and upgrading (especially import-substitution model of modernization) of the Russian economy on the basis of the analysis and the study of positive foreign and domestic experience of innovative development of the reproductive systems. We used the methods of comparative statistical analysis, strategic analysis and observations.

**Keywords:** regional features, territorial factors, import substitution model of modernization, traditional crafts in the Russian republics, Udmurtia, stage of growth competitiveness, regional economy.

## **EFFICIENCY OF ORGANIZATIONAL AND ECONOMIC MECHANISM OF INFORMATION AND COMMUNICATIONS MANAGEMENT ON AN ENTERPRISE**

**Penkova I.V., Bodnar A.V.**

In the article basic guidelines of improvement as for organizational and economic information and communications management mechanism are considered on an enterprise. They are directed to get the complex effect, including economic, social, informative, administrative, technical and organizational. The effects are classified depending on the application of conception of the offered mechanism. The economic effect is expected on the example of three banks.

It is proven that determination of the benefits got during realization of the offered conception is related to the chain of difficulties arising up from impossibility of direct results determination of mechanism introduction on the economic results of enterprise activity as far as this influence is non-obvious. All the bank profits are not possible to be presented as incoming cash- flows. Task complication consists of selection of income components which are got by an enterprise as a result of conception realization, but not as its high economic indicators.

Expenses arising up within the process of organizational and economic mechanism of information and communications management conception realization are found. Costs related to primary realization of project are attributed to the investment expenses that will

be carried out in accordance with the offered administrative solutions. There are defined the expenses, related to acquisition of the information systems, its introduction and adjusting, reverse and feedback communication channels creation and the additional technical workplaces equipment purchase and acquisition. Current costs include expenses related to the perfection of labour motivation system (the employees bonus).

Model approbation and of effect calculation of introduction of organizational and economic management of information and communications mechanism has been conducted within the 2013-2015 years' period of corresponding banks functioning.

**Keywords:** information, enterprise, management, efficiency, organizational and economic mechanism.

## **PROBLEMS OF THE IMPLEMENTATION OF ENTERPRISE RESOURCE PLANNING SYSTEMS AT REORGANIZATION ENTERPRISES OF CRIMEA**

**Popov V.B., Vlasuyk V.V.**

Discusses some of the main issues of automated control systems for industrial and commercial enterprises. Particular attention is paid to the introduction of targets, the basic principles of successful implementation of corporate ERP-systems in enterprises, the introduction of optimization problems. Selection of the corporate information system is an extremely complex conceptual task that requires serious research organization, processes, business processes and articulating requirements for corporate information system. It should be noted that not formalized the process of optimizing the implementation of corporate information systems in modern enterprises and organizations. The aim of this work is to study and classification of the main methodological problems in the implementation of ERP systems in modern enterprises and the development of optimization methods and algorithms to solve them. According to experts one of the major problems that arise in the implementation of enterprise systems, is the inefficiency of implementation. This is the main problem and suggests that any modern high technology will be useful only if it is a competent implementation and use. In many enterprises that have spent huge amounts of money to acquire and bring ERP-systems, their launch has only led to negative results. According to experts ERP-systems are vital for businesses, but the success of the implementation depends on whether it was possible to adapt them as close as possible to what is happening in the enterprise production processes and business processes. Existing ERP-systems, as well as in many other applications of information, laid typical algorithms of automated business processes, which often do not correspond to the real technological processes of the organization, for which the selection and implementation ERP-system. Given the existence of most organizations of its historical business processes and specific characteristics of the business environment, the optimization of technological processes implemented in the organization under ERP-systems, a formal model is not always possible. As a result, when deciding on the

implementation of the ERP-system is necessary to consider not only the existing problems to be solved with the help of business applications, but also a set of criteria that do not meet the typical business processes.

An important and urgent is the development of formal methods and mathematical models of the process of implementing software and information systems. The process of formalizing the implementation phase of the system can improve efficiency by several times. ERPII-effectiveness of implementing the system is achieved through the following.

- Reduces the number of stocks as a result of finding the optimal batch purchases and balances stock on hand, the increase in savings in storage reserves of up to 50%.
- It accelerates the turnover of capital in the 2 to 2.5 times.
- Frees the funds that go into the production development.
- Formed an objective financial statements.
- Optimize the amount of work in process and shortens the production cycle in 2 - 3 times.
- Improves customer service by optimizing the system of orders of finished products.
- Reduce the length of the closure periods for 5 - 10 days.

When choosing a ERPII-systems is necessary to understand that automation for automation does not make sense. It should be clear that the best in the world ERPII-system can not solve all the problems of the company. Any ERPII-system - is, first and foremost, a tool for improving the efficiency and quality of enterprise management, making the right strategic and tactical decisions on the basis of the automated processing of relevant and reliable information. At the same time, ERPII-system – it's not only the tools for business, but technology and its management.

**Keywords:** ERPII-system, enterprise information systems, business processes, application, business management, automated enterprise management system.

## **EFFECTIVENESS EVALUATION OF ORGANIZATIONAL AND ECONOMIC MECHANISMS SUSTAINABLE DEVELOPMENT**

**Rybnikov A.M., Rybnikov M.S.**

The paper analyzed the nature and components of organizational and economic mechanism for sustainable development. In the mechanisms for ensuring environmentally

sustainable development is the necessity of balancing measures and mechanisms to prevent hypertrophic manifestations in some regions in the economic achievements, as well as in natural-destructive actions. Based on this proposed two criteria for evaluating the effectiveness of sustainable development, which take into account the convergence of regional development in the overall economic system of the country - namely, the criterion of "the negative impact of economic development on the quality of the environment should be minimized" and "criterion of regional ecological-economic convergence" . Justified the development of the idea of sustainable development in view of convergence within the country in economic, social and environmental areas, since poorer regions grow faster than the economically developed regions. Over time, initially depressed economic regions catch up with the leaders of both absolute and relative terms. The presence of environmental convergence of regional development testifies to the effectiveness of environmental management and environmental protection. On the basis of the criteria considered by the scheme of improving the efficiency of organizational and economic mechanism for sustainable development. The above criteria are "negative impact of economic development on the quality of the environment should be minimized" and "criterion of regional ecological-economic convergence" does not exhaust the base criteria for the study of mechanisms of sustainable development, but their application will be able to identify problem areas in the management and regulation of the balanced development of regions of Russia.

**Keywords:** organizational and economic mechanism, sustainable development, ecological and economic convergence criteria of efficiency

## **GAME-THEORETIC METHOD FOR OPTIMIZING THE PORTFOLIO RISK LEVEL AMONG THE PORTFOLIOS THAT ARE ALLOWED IN THE MODEL BLACK**

**Sigal A.V., Kozlovskaja E.V.**

In the article the game-theoretic method of decision-making about optimizing the level of risk portfolios, allowed in the Black model. Particular attention is paid to the conditions, compliance with which enables us to find the optimal portfolio structure based on the solution of the corresponding antagonistic game. A concrete example is considered.

Investor strives to create a portfolio that has the lowest level of economic risk, in cases where the terms of the investor it is impractical to take risks. Such cases include, for example, the presence of 1) the crisis, 2) pre-crisis situation, 3) a significant aversion to risk the investor, etc.

In most cases, if possible correct application of game-theoretic method of choosing the optimal portfolio structure, it is possible to find the structure of the portfolio has the lowest level of risk. This is due to the peculiarities of the theory of antagonistic games.

First of all, the fact that the decision of antagonistic game orients the decision maker, at extremely cautious behavior.

The use of antagonistic games to optimize the level of risk portfolios, allowed in the Black model, it is possible, for example, in the case where the corresponding antagonistic game the second player has a completely mixed optimal strategy.

**Keywords:** game-theoretic method, optimizing the portfolio risk level, portfolios that are allowed in the model Black, antagonistic game.

## **THE MECHANISMS OF ESTIMATION FOR SOIL ASSIMILATION CAPACITY OF UKRAINE**

**Yarosh O.B.**

The assimilation capacity (AC) environment is the most problematic issue of environmental economics. Obvious is the fact that this resource is not easy for the economic evaluation, due to the complexity of its quantitative measurement. AC value to society lies in the fact that you can save on other natural resources. We believe that we should not focus on saving environmental costs and selling assimilation capacity, and an understanding of the fact that the assimilative capacity of the environment in most regions of Ukraine has already exceeded. This leads to a sharp increase in the costs of recovery and AC indirectly increases the cost of other natural resources. Socio-economic assessment in this case should concern the calculation exorbitant anthropogenic pressure. The study of this issue is one of the most important, because the land fund of Ukraine is the largest in Europe, with a total area of 60.4 million. Ha. The structure of agricultural land is characterized by a very high index of development of the territory, which is significantly higher than the environmentally sound standards. Based on this, especially important is the study of the assimilation capacity of the soil of Ukraine, which will further identify promising directions for the development of organic agriculture in the regional context. The purpose of this article is to develop methods to assess the assimilation capacity of the soil of Ukraine.

In modern practice of management in Ukraine there is a public access to the use of this resource. However, the limits of the assimilation capacity is exceeded, as the results of our calculations, the main components (water, soil and air), and this suggests that the distorted economic efficiency indicators of economic activity as the main production costs do not reflect the cost of recovery. According to the results of our model calculated that the deficit of the air environment assimilation capacity is 70% per year; on the water, this figure is close to 50% per year, and on the basis of it at the level of 44% per year.

The result is that in 2 years is a double burden, resulting in contamination over time will grow at a linear relationship, and on the power, because it does not assimilated pollution

will increase the workload for each subsequent year. It should be appreciated that in an aqueous medium and in the air, they are much higher as the soil is less susceptible to these processes, therefore, if the calculated lower bound contaminants not only assimilated by the soil, it is 25% per year. Under this assumption, you can enter a condition that some part of the contaminated soil will be imposed due to runoff and trans boundary transport, in this case, the accumulation will be at the level of 10-20%, and even this figure will eventually lead to total , critical ecosystems of Ukraine.

The solution to this problem within the framework of the analysis in this paper allows us to offer an institutional mechanism for managing scarcity assimilation capacity. There are several possible scenarios for its implementation. Firstly, it is possible to reduce the rate of waste production and the rate of economic growth to the level of an ecosystem until it can assimilate pollution, in this case will be provided as a medium for normal existence, but it should forget about "sustainability" progressive development of the economy.

The second scenario assumes leave a small rate of consumption of natural resources and reduce the amount of waste due to the introduction of new environmentally friendly production technologies. In this embodiment, based mechanisms of the Kyoto Protocol, but it should be understood that it would be limited to economic growth only at a certain time in the future again, a problem of lack assimilative capacity of the environment.

The third scenario can be based on the principle of balance between economic growth and ultimate loads on the ecosystem. In fact, this is the only option for harmonious development. In this case, the main difficulty is to study the relationship between the pace of socio-economic growth and the exhaustion of natural capital, taking into account the assimilative capacity of the environment.

**Key words:** Assimilation capacity, soil, agriculture, heavy metals.

## ISSUES OF SERVICE LOGISTICS' TRANSACTION COSTS

**Skorobogatova T.N., Fiodorov V. K.**

In modern conditions characterized by increased attention of scientists and practitioners to the place and role of the human factor in business processes, a significant impetus to the development of logistics service observed. It is known that the logistics service is regarded as a theory and practical activities on human and associated flow [1, p. 98]. In this case, refer to the material (sometimes they include release energy), information and financial flows accompanying.

In the context of the study of human relationships flows and consumers flows the

transaction costs of logistics service are subject of analysis of this paper. Transaction costs are the costs of the activities required for interoperability service logistics flows, but beyond the scope of the processes of production or consumption of economic benefits.

Regards the consideration of human factors on a qualitatively new level of service becomes a significant role as a logistics science and practice of human flows, among which are the flows of producers and consumers of goods. Upon the sale / purchase of goods and they both have the. For consumers, they are generated by the search of necessary goods (time spent in a relative sense) and move to a place of their implementation (time spent in an absolute sense). The minimum time required to be observed when handling complex services, providing sales growth by improving the quality of services and increase the number of their purchases every consumer. The best estimate of time spent for transport users, choosing a vehicle on a parity "price-speed" with regard to health. Perspective development of vehicles should include their purpose not only for healthy people, but also disabled peoples.